GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:5032
ANSWERED ON:10.05.2007
ATITHI DEVO BHAVA
Kaushal Shri Raghuvir Singh

Will the Minister of TOURISM be pleased to state:

(a) whether tourism related activities have been included in the training to be imparted under the 'Atithi Devo Bhava' campaign;

(b) if so, the State-wise and activity-wise details of last three years including the current year;

(c) whether there is any monitoring mechanism for these trainees;

(d) if so, the details thereof;

(e) whether this programme is likely to be continued forever; and

(f) if so, the details thereof?

Answer

THE MINISTER OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a) to (f): The objective of the ongoing 'Atithi Devo Bhavah' campaign is to create Social Awareness and sensitise stakeholders. The first two phases of the campaign in 2004-05 and 2005-06 covered seven cities namely; Hyderabad, Delhi, Goa, Mumbai, Aurangabad, Jaipur and Agra wherein there was training of service providers and a mass media campaign. In the third phase in 2006-07, a nation-wide Awareness Campaign in the domestic mass media was launched to create awareness about preservation of heritage monuments and places of tourist interest in the country.

Under the ongoing Capacity Building Scheme for Service Providers, the service providers/stakeholders are given training through the Indiatourism offices and Institutes of Hotel Management.